

# **EXHIBIT 72**

## **REDACTED**

## Message

**From:** [REDACTED]@google.com [REDACTED]@google.com  
**on behalf of** [REDACTED]@google.com [REDACTED]@google.com]  
**Sent:** 9/26/2014 2:47:28 PM  
**To:** [REDACTED]@google.com  
**CC:** [REDACTED]@google.com  
**Subject:** [xfp-optimization-tech] [Launch 123203] Live experiment on per-buyer reserve price optimization - all pubs

**Comment by** [REDACTED]: Launch was copied from <http://launch/119776>.

[REDACTED] has created a new launch.

**Your role as** drx-quality: Launch Subscriber

**Link:** [REDACTED]

## Launch information:

Launch ID	123203
Name	<b>Live experiment on per-buyer reserve price optimization - all pubs</b>
Calendars	Ads & Comm (Display): <u>Display Ads -Publisher Platform (London Ads)</u>
Launch Date	<b>2014-10-02</b>
Status	<b>Current</b>
Description	<p>We would like to run live experiment on per-buyer reserve price optimization. [REDACTED]</p> <p>[REDACTED]</p> <p>We'll increase reserve price in AdX auction on a per buyer basis if buyers have submitted bids with large discount, that is, a big difference between bid and clearing price.</p> <p>Buyers and their bids are analyzed [REDACTED]. By increasing reserve price we increase AdX publishers' revenue.</p> <p>This is one of the efforts of incentivizing publishers and prevent DPP and GDN inventory from being intermediated.</p> <p>[REDACTED]</p>
Creator	[REDACTED]

## Approvers:

Ads & Comm (Display): Display Ads -Publisher Platform (London Ads)	Status	Owners
PA Lead	Pending Review	[REDACTED]
Eng	Pending Review	